

KOSHYS INSTITUTE OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

Course outcome

ODD SEMESTER

I SEMESTER: AVIATION

<u>Sl. No</u>	<u>Course</u>	<u>Subject code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	English	A001	<u>56</u>	Prof.Vijayaraj
2	Management Process	A021	<u>56</u>	Prof.Sandhya
3	Financial Accounting	A022	<u>56</u>	Prof.Chandpasha
4	Mathematics for Management - I	A023	<u>56</u>	Prof.Deenu
5	Entrepreneurship and Project Management	A024	<u>56</u>	Prof.Hariprasad

Course: 1. English

At the end of the course student will be able to

1. It creates an awareness on English among the students as it is essential to the field of education.
2. It creates literary sensibility among the student.
3. It develops their intellectual and professional ability in terms of English.
4. It enhances the knowledge of the underlying rules of grammar.
5. It enables the students to assimilate the correct pattern of the language

Course:2. Management Process

Students will understand:

1. The basic concept of management and its application.
2. Principles of management

3. Concept of organization, delegation of authority & MBO
4. Significance of staffing.
5. The importance of control in the management.

Course: 3. Financial Accounting

1. Student will understand about the branches of accounting.
2. It creates the knowledge on the business entity concepts and revenue recognition concepts.
3. It develops the knowledge of reason for differences in cash book and pass book.
4. They will be able to understand different types of heads involved in balance sheet.
5. Students will understand the importance of preparing account of non-trading institution.

Course: 4. Mathematics for Management - I

1. Students will develop the knowledge different method of collection, classification and diagrammatic representation of the data.
2. Students can enhance the knowledge about different measure such as mean, median, mode, standard deviation.
3. It gives the clear idea about the relationship between the variables and its mathematical measurement.
4. It will help them understand the concept such as simple interest and the compound interest, concept of matrices.
5. It gives a understanding on the concept of consumer price index number and its applications and measurement of trend.

Course: 5. Entrepreneurship and Project Management

1. Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.
2. Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.
3. Students are expected to get the capabilities to select Products, doing a prefeasibility study, and prepare a feasibility report and evaluate it.
4. Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.
5. Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.

III SEMESTER: AVIATION

<u>Sl. No</u>	<u>Course</u>	<u>Subject code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	Business Communication	C021	56	Prof.Suravi Das
2	Production and Material Management	C022	56	Prof.Milana Naidu
3	Marketing Management	C023	56	Prof.Sandhya
4	Management Information System	C024	56	Prof.Syed Faisal
5	Income Tax	C025	56	Prof.Amala sen
6	Retail Management	C026	56	Prof.Suresh
7	Airline and Travel & Tourism Industry: Introduction	C027	56	Prof.Harishtha Dinesh

Course:1. Business Communication

At the end of the course student will be able to

- 1.To understand the importance, methods, types and Barriers of Business Communication.
2. This helps the students to understand the communication through Letters-Layout of letters-Offers and quotations-Orders-Claims-Adjustments and settlement, letters of Complaints and bank correspondence letters.
3. This will make the students understand Communication Through reports, Committees, Application for appointment.
4. It will make the students understand about Internal communication, Short Speeches, Memo, Circulars, Notices, Explanations to Superiors, Precise writing, Communication Media, Merits of Various Devices- Intercom, Telex and Telephone-Fax-Internet.
5. It enables the students understand about Correspondence of Company Secretary with shareholders and directors, Agenda-Minutes-Preparation.

Course:2. Production and Material Management

1. Set strategic objectives, design structure, and organize the materials production activities in the firm.
2. Ensure that the production decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source.
3. Make decisions to the basic materials management elements such as the decision to make or buy, purchase commodities versus capital goods, and purchase for resale.
4. Determine the appropriate inventory control models to use, warehousing location, warehouse layout, and organizational policies and procedures.
5. It enables the students to understand the major aspects of inventory control and warehousing to ensure a steady supply of materials to meet the needs of the organization.

Course:3. Marketing Management

1. Demonstrate a clear understanding of the marketing concepts.
2. Identify the primary marketing activities of an organization.
3. Determine market segments and target customers.
4. Use pricing strategies to enhance marketing of products and services.
5. Analyze elements of a brand and explain how the brand-building process contributes to the success of products or services.

Course:4. Management Information System

1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
3. Effectively communicate strategic alternatives to facilitate decision making.
4. Apply sound managerial concepts and principles in the development and operation of information systems
5. Effectively apply technical concepts in information technology

Course:5. Income Tax

Enables the student to understand

1. Basic terms of the Income tax
2. The powers and function of the IT authority.
3. Enable the student to calculate the residential status of the individual
4. Calculation of different kinds of income based on the residential state.
5. Enable the student to calculate taxable income from House property and Salary.

Course:6. Retail Management

1. It enables the students to understand the basic concepts of retailing, trends and career in retailing.
2. It will give better understanding of retailing and retail model theories.
3. It gives a deep insight to the students on the concept of strategic planning in retailing, situational analysis, consumer decision making process.
4. It gives the foundation of the evolution of retail in India, FDI, and challenges in retailing.
5. It helps the students to explore more on global retailing, strategic planning and challenges faced by the global retailer.

Course:7. Airline and Travel & Tourism Industry: Introduction

Students will understand about:

1. The commercial airport operations, Acts and enforcement of IATA and ICAO.
2. Requirements for Domestic and International travels, Airport Authority procedures for travel.
3. Major documentation required for travel and Foreign currency exchange policies.
4. The travel agency and partners, travel billing, basic criteria of a travel agent.
5. Tourism management, Government Rules and Regulation on Tourism.

<u>Sl. No</u>	<u>Course</u>	<u>subject code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	Marketing Research	E021	56	Prof.Hariprasad
2	Airline Finance and Insurance	E022	56	Prof.Naveenan
3	Aviation Law and Aircraft Rules and Regulations	E023	56	Prof.Harshitha
4	Air Traffic Control	E024	56	Prof. Harshitha
5	Air Transportation Safety & Security	E025	56	Prof. Harshitha

V SEMESTER: AVIATION

Course:1. Marketing Research

Students will be able to understand

1. The basic concepts related to marketing research.
2. Explain relationship and differences between marketing research and marketing information systems.
3. Understand each step and concept in the marketing research process.
4. Apply a research in the marketing area.
5. Realize to gather data in the marketing research.

Course:2 Airline Finance and Insurance

At the end of the course student will be able to

1. Assess the financial performance of airlines and airports.
2. Construct an airline's financial plan given an understanding of airline financial management
3. Evaluate the alternative ways of financing an airline and its operating assets

4. Analyze the relationships between airline financial management and the underlying economic drivers of the airline business
5. Understand key issues in airport finance and airport financing methods;

Course: 3 Aviation law and aircraft rules and regulation

Students will understand

1. The framework of DGCA and function
2. To understand the rules and regulation of Aircraft Act 1934 and Aircraft Rules 1937
3. To understand the Civil Aviation Regulations of DGCA
4. To get an idea about International Conventions
5. To get a clear idea about National Legislation

Course: 4 Air Traffic Control

At the end of the course student will be able to

1. To learn the basic concepts involved in air traffic controlling.
2. To acquire knowledge about air traffic services
3. To get a clear understanding about the technologies used in navigation.
4. To be aware of the connection which happens between the ground and air during traffic control.
5. To grasp the approach about the runway, navigations and the scope behind different beacon lights which are used in the aircraft during landing and take-off.

Course: 5 Air Transportation Safety & Security

At the end of the course student will be able to

1. The importance of air transport and safety measures taken by the airport authority.
2. To get a glimpse about terror attack, causes effects and the regulations made.
3. To gain knowledge about hijacking and measure to counteract it.
4. To acquire skills in the legislations made for the safety and security by air.
5. To Will take in the innovations made to protect the safety and security of passengers, staff and nation.

